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# FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION

UNITED STATES DEPARTMENT OF AGRICULTURE

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WHEAT SHIPMENTS. . . . Latest official estimates show that approximately 2,678,000 long tons of U. S. wheat and flour equivalent were exported from the U. S. during the first quarter of 1946 against an export goal of 3,000,000 tons. In addition, about 140,000 long tons of Canadian wheat milled in bond in the U. S. were shipped making total shipments from the U. S. during the quarter of 2,827,000 tons of wheat and flour equivalent.

Total shipments, including both Government and commercial exports and Canadian wheat milled in bond in the U. S., reached 1,046,000 tons in January, 885,000 tons in February, and 896,000 tons in March. See release #724 for details.

The Department also announced that it would accept donations of wheat of not less than carload lots (1,350 bushel minimum) with freight either prepaid or collect. Donators should get in touch with Regional Directors of Grain Branch of PMA, located in Chicago, Minneapolis, Kansas City and Portland, Ore.

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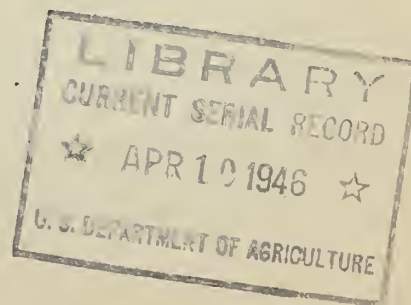
ACTION IN THE FIELD. . . . Reports from State emergency food program managers indicates a nation-wide increase in the momentum of the famine campaign. State and County USDA Councils are organizing intensive educational drives in which they are soliciting the help of local organizations such as schools, churches, merchant associations and civic groups. Press and radio are giving widespread publicity to the program and public reaction appears to be uniformly good.

According to the reports USDA Councils have been especially successful in stimulating activities by all agencies of the Council. Meetings of State Food Emergency Committees, Advisory Committees, and County Managers continue to be held. County meetings of council members and representatives of organizations and local leaders are going forward. Local Food Distribution Advisory Committees are meeting and most have reported specific programs of action. These committees, located in some 175 cities, represent all segments of the food trade.

Here are some samples of things people are doing, taken from field reports.

\*\*\* Use of a special milk bottle cap or label by all local dairies to emphasize food conservation in the home is one of the plans undertaken by the St. Louis Food Distribution Advisory Committee.

\*\*\* A campaign is being undertaken in Massachusetts for increased fertilization of pastures to get early pasture feed and save grain. A Feed Conservation Committee in Pennsylvania is encouraging the growing of more grain, more efficient feeding to save grain and fertilization of pastures.



\*\*\* A group of ministers met in Pennsylvania to prepare sermon outlines on food conservation.

\*\*\* A survey of idle cropland has been instituted in Nevada in an attempt to meet production goals.

\*\*\* Posters are being prepared under auspices of the Denver Food Distribution Advisory Committee for use on the front of street cars. This committee is also preparing material for the "read-as-you-ride" publication of the Denver Tramway Company.

\*\*\* Wyoming's famine campaign workers have arranged for a poster contest among school children. The children are invited to prepare descriptive posters for display in restaurants, hotels, stores, etc.

\*\*\* In Arizona, Arkansas, Mississippi, and Virginia letters have been sent to the sponsors of the school lunch program asking their cooperation.

\*\*\* Michigan's State emergency food program manager is sending fact sheets weekly to county managers to assist them in carrying out local food and feed conservation and production campaigns.

\*\*\*\*\*

MATERIAL IN THE MILL. . . . Following is a list of famine campaign material that's in preparation and will be distributed soon to State food program managers and other campaign workers.

\*\*\* OUR HUNGRY WORLD. This multilithed publication contains information on each foreign country or group of countries in which there is a critical food situation, or an unusual supply problem. It also contains information on each of the key commodities in the fight to relieve the world's hunger. A map and two charts give the world's food picture at a glance. The information may be quoted in talks, used in radio and press material, and for the information of community leaders in the campaign.

\*\*\* COMMUNITY ACTION PROGRAM. This layout of newspaper clippings describes the extensive community activities being undertaken in the District of Columbia area. It contains specific actions being taken and planned by all cooperating organizations and will serve as a source of ideas that can be tailored to fit any community or used "as is" in promoting citizen participation in the famine campaign.

\*\*\* FAMINE CAMPAIGN HANDBOOK. A compilation of background facts on the need for food and actions taken by the government to make food available, this is an expansion of the famine campaign fact sheet issued earlier.

\*\*\* LIST OF AVAILABLE USDA PUBLICATIONS. Here is a two-page listing of Department publications on food conservation, preservation and production (gardening), originally prepared during the war for wartime use, but now pertinent to the campaign objectives and still available in quantities. This list has already been mailed.

\*\*\* CHILDREN ARE HUNGRY. This article will appear in the forthcoming issue of THE CHILD, monthly bulletin of the Children's Bureau, Labor Department. Reprints will be distributed through USDA.



\*\*\* CAMPAIGN GUIDEBOOK FOR ADVERTISERS. See last week's calendar for description. In addition to national advertisers, copies will go to State and county PMA offices, Food Distribution Advisory Committees, State Extension offices.

\*\*\* FACTS ABOUT AMERICA'S 80% EXTRACTION FLOUR. The Bureau of Human Nutrition and Home Economics has prepared this three-page question-and-answer piece.

\*\*\* FOOD CONSERVATION IN THE ARMY. This summarizes steps taken by the U. S. Army to conserve the critical foods needed abroad.

\*\*\* ANSWERS TO CAMPAIGN QUESTIONS. In this piece, questions and objections raised by the public to phases of the famine campaign will be answered in factual form.

\*\*\* WAR FOOD ORDER No. 1. The purpose and operation of this order, which deals with the return of unsold bread, will be explained in the light of famine program.

\*\*\* PLENTIFUL FOODS. The facts on foods that are in abundant supply will be compiled in brief statements.

\*\*\* NEWSPAPER MATS. A packet of mats is planned to include (a) chart showing food available in various countries, (b) newspaper cartoon (c) an underfed European child, (d) advertising campaign emblem; a pair of hands holding high an empty bowl and inscribed with the words "Help---Share a Meal Every Day", (e) pictographs showing the food needed to keep an individual European alive, etc.

\*\*\* HOW WE'RE DOING. This will be a factual report on progress in moving food from the farms, to market and into export.

\*\*\* FAMINE MOVIES. See next page.

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EAT ABUNDANT FOODS. . . . Eggs, chickens (fowl and commercial broilers), large turkeys, fresh citrus fruits, potatoes, lettuce, carrots, and fresh and frozen fish, excluding shell fish, are expected to be abundant during May throughout the United States. In the northern parts of the country such vegetables as radishes, scallions, rhubarb, kale, and spinach from truck farms and market gardens should be plentiful. Varieties of fresh and frozen fish in largest supply will vary in different areas of the country.

EAT plentiful foods--CONSERVE wheat and fats for foreign relief.

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SHIFT IN COMMAND. . . . President Truman has nominated N. E. Dodd, director of the Field Service Branch of PMA to the post of Under Secretary to replace J. B. Hutson who resigned last week to become deputy secretary general of the United Nations. Secretary Anderson has appointed Robert H. Shields, USDA solicitor, as both administrator of PMA and president of CCC. Jesse B. Gilmer, director of PMA's Budget and Management Branch, succeeds Gayle G. Armstrong as deputy PMA administrator and CCC vice president. Mr. Armstrong will be special assistant to the Secretary.

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FAMINE MOVIES. . . . Shipment of the two famine movies which are being distributed by USDA for the Famine Emergency Committee will begin the first of the week. Single prints will go to State emergency food program managers. The rest of the 800 prints available will be allocated to 200 cooperating film libraries throughout the country; this is about 125 more film libraries than usually handle USDA films.

A promotional flier describing the films and suggesting how they may be used will be distributed to the libraries, State food managers, all extension workers, vocational teachers, about 20,000 schools, national farm organizations for their State and local offices, garden clubs for their State and local offices, and churches serving rural areas. A fact sheet describing the famine emergency campaign will accompany each print as a means of assisting persons who will put on the showings.

Here's a brief description of the two pictures, both one reel in length. .

\*\*\*FREEDOM AND FAMINE, produced by RKO Pathe, Inc. for the U.S. Government. This is an appeal to free men to recognize the plight of war-torn Europe. To liberate the people it was necessary to bomb their cities, ruin their industries, their docks and transportation systems, wreck their bridges. The people are grateful and do not complain, but freedom has also brought misery and starvation that will continue until they can rebuild and begin anew. Through the daily activities of a transportation official and his family the film gives a picture of the struggle even the more fortunate must make for existence. It shows what rationing means in France, and the plight of the less fortunate people, the starving children, particularly, who must be fed or left to die.

\*\*\*SUFFER LITTLE CHILDREN, produced by the National Film Board of Canada. This is a gripping picturization of the major problems of the peace in Europe-- the rehabilitation of the children whose security was undermined by the war as homes were destroyed, parents often were lost, and sources of food disappeared.

\* \* \* \*

NEWSREEL TRAILERS. . . . Arrangements are being made through the Motion Picture Producers and Distributors Association for the production of two 200-foot trailers on the famine program. These will be attached to every newsreel released in the next two months, one trailer going out in April and the other in May. This means the trailers will be shown in all commercial motion picture houses the country over.

\* \* \* \*

WEEK'S PRESS RELEASES TO NOTE. . . . USDA restricts purchase and use of feed grains--672; Public relations at home and abroad, address by Secretary Anderson at meeting of American Public Relations Association--678; Second quarter allocation of dry beans and peas--687; War food order 144 amended, reducing wheat inventory limits of millers and mixed feed manufacturers in 15 States--696; USDA offers to buy farmers' wheat--704.

RADIO SERIES ON FAMINE. . . . Six 15-minute radio programs on behalf of the Famine Emergency Campaign will be presented over WINX, Washington station, (7:30 p.m. EST) next week, and transcriptions of the broadcasts will be sent to all member stations of the National Association of Broadcasters.

Following are programs for which arrangements are complete:

That Men May Live, a panel discussion by Secretary Anderson, Asst. Secretary of State Will Clayton, Famine Committee Chairman Chester C. Davis, and USDA Famine Program Director Walter Straub.

Commentator's Roundup, a panel discussion on "More people are hungry today than at any time in the world's history. What are our obligations?" Drew Pearson, Ernest K. Lindley, Joseph Allsop and Marquis Childs will participate.

How Does President's Famine Emergency Appeal Affect My Kitchen? Elinor Lee, WTOP's home economist, and Lucille Cohan of USDA will present cooking instruction and nutritional advice.

Youth Takes a Stand on the Famine Emergency. Mrs. Hazel Markel of WTOP staff will conduct ad lib interviews and discussions with teen agers on what they can do to help feed the teen agers abroad.

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RED CROSS. . . . The national headquarters of the Red Cross has worked out cooperative famine campaign plans which are now under discussion by the Red Cross board with USDA and the FEC. These plans are a followup to the general campaign instructions dispatched to area offices and local chapters (see last week's calendar). Major points:

Check-Lists for the Home. These will list for the housewife specific actions for making her best contribution to the famine campaign. The Red Cross will supply copies in bulk to schools throughout the country and each school child will be asked to take a check-list home. (This is still tentative.)

Mobile Canteens of the Red Cross will be used by the organization's trained nutritional aides in putting on demonstrations on how to balance meals while conserving the critical foods.

Information Centers maintained by the Red Cross will be instructed to provide information on the famine campaign, the need for saving food and what the individual can do.

Red Cross Outlets. The organization has access to public information outlets which it will use to stress the famine campaign. For example, it may be able to devote 15,000 transit ads and part of its radio time to the campaign.

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TO MOVE THE WHEAT. . . . USDA's wheat purchase plan announced this week is an important part of the program to speed the movement of wheat off farms and into the famine areas. There's an urgent job in bringing information about the plan to all wheat growers as soon as possible.

Briefly, the plan gives the wheat grower, or anyone who owns wheat and sells it now, the opportunity to benefit from any increase in price by specifying the day on which he will take payment for his wheat. This can be any time between now and the end of March 1947. Details of the plan are being sent to AAA committees in all wheat growing areas, and they will take the lead in bringing the information to wheat farmers. Steps are also being taken to inform operators of county elevators on how the plan works.

In explaining the plan, Secretary Anderson said, "I realize only too well that there have been thousands of farmers who wanted to sell their wheat earlier but were not able to do so, because of lack of transportation, or because elevators were too full to take it. In most of the grain producing areas, those difficulties have been removed. The channels have been opened up to move your wheat to the hungry people who need it. So--- to wheat growers, let me say: Wheat held in your granary while you wait for a rise in price cannot feed hungry children. Deliver your wheat now--- and collect for it later if you choose to do so. But, for the sake of hungry children, deliver your wheat now."

\* \* \* \*

AGRICULTURAL LEGISLATIVE DEVELOPMENTS. . . . March 28, the President approved the second urgent deficiency appropriation bill which includes items for rural rehabilitation loans and fighting forest fires, and the independent offices appropriation bill. March 29, the House passed the Philippine trade bill. April 3, the Senate received the nomination of N. E. Dodd to be Under Secretary of Agriculture; the Senate Appropriations Committee reported the second appropriation recision bill which includes an item relating to emergency supplies for Hawaii; the House debated the federal pay bill.

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